				Б.		F		111
Si	A unday, November 6, 2011	В	С	D	E	F	G	Н
1	anaay, 11010111201 0, 2011							
2 5:	007:00 PM	Registration Open					* Indicates a repeating session	
	onday, November 7, 2011	PLENARY & MEALS	EXPO N	Networking: Regional	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
			E	Breakouts & One-on-				
3 4 7 ·	00 AM 6:00 PM	Registration Open		One				
		Breakfast						
8:	30 9:00 AM	Welcome & Opening Remarks						
6								
9:	00 10:00 AM	Lighting Specification Development Update:						
		Luminaires and Lamps						
7								
10	0:00 11:00 AM				Energy Efficiency Program			
					Portfolio Updates			
8	I:00 12:00 PM	Quick Connects: Lighting						
		Manufacturers & Efficiency						
		Programs						
9 10 12	2:00 1:00 PM	Lunch						
	00 2:00 PM			one-on-one meetings	Lighting Portfolio Planning			Co-Branding with ENERGY STAR*
11				only				
2:	00 3:00 PM							Leveraging EPA's Change the World,
								Start with ENERGY STAR Campaign: Getting Involved*
12								
	00 - 3:30 PM	PM Break						
3:	30 4:30 PM							Using Social Media to Promote Energy
								Efficiency*
14	30 5:30 PM							
4.	30 5:30 FW							
15								
	me TBD	Evening Cocktail Reception: Ho	sted by Lo	owe's				
16 Ti	me TBD uesday, November 8, 2011	Evening Cocktail Reception: Ho PLENARY & MEALS	EXPO N	Networking: Regional	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
16 Ti			EXPO N	Networking: Regional Breakouts & One-on-	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
16 Ti	uesday, November 8, 2011	PLENARY & MEALS	EXPO N	Networking: Regional	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
16 Ti 17 18 7: 19 7:	uesday, November 8, 2011 00 AM 6:00 PM 00 8:00 AM		EXPO N	Networking: Regional Breakouts & One-on-		Appliances & WH	Electronics	
16 Ti 17 17 18 7: 19 7: 8:	uesday, November 8, 2011 00 AM 6:00 PM	PLENARY & MEALS Registration Open	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What	Appliances & WH	Electronics	Co-Branding with ENERGY STAR
16 Ti 17 18 7: 19 7: 8:	uesday, November 8, 2011 00 AM 6:00 PM 00 8:00 AM 00 9:00 AM	PLENARY & MEALS Registration Open	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't	Appliances & WH	Electronics	Co-Branding with ENERGY STAR (REPEAT 1)
16 Ti 17 18 7: 19 7: 8:	uesday, November 8, 2011 00 AM 6:00 PM 00 8:00 AM	PLENARY & MEALS Registration Open	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education	Appliances & WH	Electronics	Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy
16 Ti TT 17 18 7: 19 7: 20 9:	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM	PLENARY & MEALS Registration Open	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't	Appliances & WH	Electronics	Co-Branding with ENERGY STAR (REPEAT 1)
16 Ti 17 18 7: 19 7: 20 9: 21 22 10	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM 00 10:00 AM	PLENARY & MEALS Registration Open	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1)
16 Ti 17 18 7: 19 7: 20 9: 21 22 10	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM	PLENARY & MEALS Registration Open Breakfast	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY
16 Ti 17 18 7: 19 7: 20 9: 21 22 10	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM 00 10:00 AM	PLENARY & MEALS Registration Open Breakfast	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY
16 Ti 17 18 7: 18 7: 19 7: 20 9: 21 22 10 10	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM	PLENARY & MEALS Registration Open Breakfast	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session*
16 Ti 17 18 7: 18 7: 19 7: 20 9: 21 22 10 10	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM 00 10:00 AM	PLENARY & MEALS Registration Open Breakfast	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback
16 Ti 17 18 7: 18 7: 8: 20 9: 21 10 10 23 11	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM	PLENARY & MEALS Registration Open Breakfast AM Break	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session*
16 Ti 17 18 7: 19 7: 20 9: 21 10 23 11 24 25 12	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM 00 10:00 AM 0:00 - 10:30 AM 0:30 11:30 AM 1:30 12:30 PM	PLENARY & MEALS Registration Open Breakfast AM Break	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session*
16 Ti 17 18 7: 19 7: 20 9: 21 10 23 11 24 25 12	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM	PLENARY & MEALS Registration Open Breakfast AM Break	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session*
16 Ti 17 18 7: 18 7: 8: 20 9: 21 10 23 11 24 25 12 1: 26 1:	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM 00 10:00 AM 0:00 - 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 30 2:20 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update	EXPO N	Networking: Regional Breakouts & One-on-	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session*
16 Ti 17 18 7: 18 7: 8: 20 9: 21 10 23 11 24 25 12 1: 26 27 2:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 - 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 30 2:20 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break	EXPO I	Networking: Regional Areakouts & One-on-on-one	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset
16 Ti 17 18 7: 18 7: 8: 20 9: 21 10 23 11 24 25 12 1: 26 27 2:	00 AM 6:00 PM 00 8:00 AM 00 8:00 AM 00 9:00 AM 00 10:00 AM 0:00 - 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 30 2:20 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update	EXPO	Networking: Regional Areakouts & One-on-one	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset
16 Ti 17 18 7: 18 7: 8: 20 9: 21 10 23 11 24 25 12 1: 26 27 2:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 - 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 30 2:20 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break	EXPO	Networking: Regional Areakouts & One-on-on-one	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset
16 Ti 17 18 7: 18 7: 19 7: 20 9: 21 10 23 11 24 25 12 1: 26 27 2:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 - 10:30 AM 0:00 - 11:30 AM 0:30 11:30 PM 2:30 1:30 PM 30 2:20 PM 20 2:30 30 3:30 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break Retailer Summits	EXPO	Networking: Regional Areakouts & One-on-one Meetings only	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset Leveraging EPA's Change the World, Start with ENERGY STAR Campaign:
16 Ti 17 18 7: 18 7: 20 9: 21 10 23 11 24 25 12 1: 26 27 2: 28 29 3:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 20 2:30 30 3:30 PM 30 4:00 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break Retailer Summits	EXPO I	etworking: Regional areakouts & One-on-one	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT)
16 Ti 17 18 7: 18 7: 20 9: 21 10 10 23 11 24 25 12 1: 26 27 2: 28 29 3:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 - 10:30 AM 0:00 - 11:30 AM 0:30 11:30 PM 2:30 1:30 PM 30 2:20 PM 20 2:30 30 3:30 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break Retailer Summits	EXPO I	one-on-one meetings	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT) Applying for POY: Submitting a
16 Ti 17 18 7: 18 7: 20 9: 21 10 10 23 11 24 25 12 1: 26 27 2: 28 29 3:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 20 2:30 30 3:30 PM 30 4:00 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break Retailer Summits	EXPO I	etworking: Regional areakouts & One-on-one	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session' Consumer Mindset Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT)
16 Ti 17 18 7: 18 7: 20 9: 21 10 10 23 11 24 25 12 26 27 2: 28 29 3: 30	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 20 2:30 30 3:30 PM 30 3:30 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break Retailer Summits	EXPO I	one-on-one meetings	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT) Applying for POY: Submitting a
16 Ti 17 18 7: 18 7: 19 7: 8: 20 9: 21 10 10 23 11 24 25 12 26 27 2: 28 29 3: 4: 30 5:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 20 2:30 30 3:30 PM 30 4:00 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break Retailer Summits	PM Break	one-on-one meetings only	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT) Applying for POY: Submitting a
16 Ti 17 18 7: 18 7: 19 7: 20 9: 21 10 23 11 24 25 12 1: 26 27 2: 28 29 3: 4: 30 5:	00 AM 6:00 PM 00 8:00 AM 00 9:00 AM 00 9:00 AM 00 10:00 AM 0:00 10:30 AM 0:30 11:30 AM 1:30 12:30 PM 2:30 1:30 PM 20 2:30 30 3:30 PM 30 3:30 PM	PLENARY & MEALS Registration Open Breakfast AM Break Lunch Welcome to Charlotte by Partner Guest Speaker & ENERGY STAR Update 10 minute break Retailer Summits	PM Break	one-on-one meetings only	Marketing for Lighting - What Works & What Doesn't Resources Consumer Education "Sticky Issues"			Co-Branding with ENERGY STAR (REPEAT 1) Using Social Media to Promote Energy Efficiency (REPEAT 1) Shaping the Future of the ENERGY STAR Campaign - interactive feedback session* Consumer Mindset Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT) Applying for POY: Submitting a Competitive Application*

2011 ENERGY STAR® Partner Meeting Agenda at a Glance

	A	В	С	D	I E	T F	G	Т
	Wednesday, November 9, 2011	PLENARY & MEALS	EXPO	Networking: Regional	Lighting	Appliances & WH	Electronics	Marketing, Communications & IT
				Breakouts & One-on-				
33				One				
	7:00 AM 5:30 PM 7:00 8:00 AM	Registration Open Breakfast						
	8:00 9:00 AM	ENERGY STAR at 20 & Guest						
	5.00 3.00 AM	Speaker: Social Marketing						
36		-pg						
	9:00 10:00 AM	Quick Connects:			Overview of the Development of			
	9.00 10.00 AW	Appliance/Water			Lighting Test Methods and			
		Heater/Electronics			Standards			
		Manufacturers & Efficiency						
37		Programs						
38	10:00 - 10:30 AM	AM Break						
	10:30 11:30 AM				Lighting Manufacturer Session:	Specification Updates:	Specification Updates: CE/IT*	Shaping the Future of the ENERGY
					Common Roadblocks to	Appliances*		STAR Campaign -Interactive feedback
					Qualification			session (REPEAT)
39								
	11:30 12:30 PM				Retailer Perspectives on Energy Ef	fficiency Programs for Lighting &		Using Social Media to Promote Energy
					Appliances			Efficiency (REPEAT 2)
40								
	12:30 1:30 PM	Lunch				RAD Partners Working Lunch		
41						(Invite Only)		
	1:30 2:30 PM					Responsible Appliance Disposal	Successful Energy Efficiency	
						(RAD) Program Update	Program Models for CE/IT	
42								
	2:30 3:30 PM	Retailer Summits		one-on-one meetings		New Initiatives: ENERGY STAR	Panel: Marketing CE with ENERGY	
				only		Most Efficient, Approaching Smart Grid, and Emerging Technology*	STAR what success looks like	(REPEAT 2)
43						Grid, and Emerging Technology		
	3:30 4:00 PM		PM Brea	l _r				
	4:00 5:00 PM			one-on-one meetings				Applying for POY: Submitting a
				only				Competitive Application (REPEAT)
				,				
45								
	5:00 6:00 PM			one-on-one meetings				ENERGY STAR Mobile (REPEAT)
				only				
46								
	Time TBD	Evening Cocktail Reception: He	sted by	Sears				
	Thursday, November 10, 2011	PLENARY & MEALS	EXPO	Networking: Regional		Appliances & WH	Electronics	
				Breakouts & One-on-				
48	7:00 AM	Deviated and Ones		One				
	7:00 AM 6:00 PM 7:00 8:00 AM	Registration Open						
50	7:00 8:00 AM 8: 00 9:00 AM	Breakfast				Focus on Laundry: Residential	Panel: Market Trends for	
1 1	5.50 AIN					Clothes Dryer Opportunities	electronics	
51								l
1 1	9:00 10:00 AM							
52							<u> </u>	
	10:00 10:30 AM	AM Break						
	10:30 11 :30 AM					Specification Updates: Appliances		
						(REPEAT)	STAR to Promote STBs	
54								
	11:30 12:30 PM					Taking Advantage of New	The Role of Online Research in	
						ENERGY STAR Savings	marketing CE	
55						Opportunities and Marketing Tools		
	12:30 1:30 PM	Lunch						
	1:30 2:30 PM					Residential Water Heater	Specification Updates: CE/IT	
						Specification Stakeholder Meeting		
57								
	2:30 3:30 PM							
58	3:30 5:30 PM							
		Evening Activities on Your Own						
UU	J.JU I WI - UII	Evening Activities on Tour Own						